



ORDER

Flight Dates **09/28/12-10/04/12**

Contract / Revision **308282 / NRCC IE 2012**

Original Date / Revision 08/17/12 09/25/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact

**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **3013**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	2	\$1,232.50	\$1,450.00	0.00
October 2012	8	\$4,930.00	\$5,800.00	0.00
Totals	10	\$6,162.50	\$7,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	2	\$1,232.50	\$1,450.00
10/01/12	10/04/12	8	\$4,930.00	\$5,800.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	09/28/12	10/04/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/28/12	10/04/12	11111--		5			\$450.00			0.00			
E 2	KNXV	09/28/12	10/04/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/28/12	10/04/12	11111--		5			\$1,000.00			0.00			



KNXV

Print Date: 09/25/12

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**KNXV-TV
PHOENIX**Contract / Revision **308282** Flight Dates **09/28/12-10/04/12**Hiatus DatesOriginal Date / Revision 08/17/12/ 09/25/12Order Sep 00:13:00Advertiser **NRCC IE**Product **NRCC IE 2012**Estimate # **3013**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 2	KNXV	09/28/12	10/04/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/28/12	10/04/12	11111--	5		\$1,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
4	KNXV	09/28/12-10/04/12		M-F 630pm-7pm	630pm-7pm		MTWThF----	:30	(\$1,000.00)	0.00	NM					
See MG 2.6																
[program change preempt rv 9/6]																
6	KNXV	10/03/12-10/03/12		Prime News	8p-9p		--W-----	:30	\$1,000.00	0.00	NM					
Ⓜ MG for 2.4 10/03																
														Totals	10	\$7,250.00

*Tax 1 Note: Tax 0.5%.

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